



October 31, 2012

Company Name: SHINDENGEN ELECTRIC MANUFACTURING CO. LTD
Representative Name: Masato Morikawa, President and Representative Director
(Securities Code: 6844, First Section, Tokyo Stock Exchange)
Contact Information: Shoji Chiba, Manager of Corporate Planning Group, Planning Dept.
(TEL: 03 – 3279 – 4431)

Notice of Revision of Earnings Forecast

To whom it may concern,

This Notice is to inform you that, in consideration of recent earnings trends, we have decided to revise our Second Quarter Earnings Forecast (initially released on September 10, 2012) as follows:

1. Revisions to Our Consolidated Earnings Forecast

Revised Consolidated Earnings Forecast Figures (Totals) for the Second Quarter of the Fiscal Year Ending in March

2013 (covering the period from April 1st, 2012 to September 30th, 2012)

	Sales (Million Yen)	Operating Profit (Million Yen)	Ordinary Profit (Million Yen)	Quarterly Net Profit (Million Yen)	Quarterly Net Profit per Share (Yen)
Previous Earnings Forecast (A) (Announced Sep 10, 2012)	40,900	300	1,300	1,500	14.98
Revised Earnings Forecast (B)	40,700	200	800	900	9.16
Amount of Difference(B–A)	200	500	500	600	
Rate of Difference (%)	0.5%	—	—	—	
(For Reference) Actual Performance during the Same Quarter Last Year (the Second Half of the Fiscal Year Ending in March of 2012)	42,277	3,582	2,527	1,786	16.49

2. Reasons for Revision

The above revisions were made because the effects of decreased demand for semiconductors as a result of the global economic slump have led to a minor decrease in sales. However, in the Asian 2 wheeled vehicle market, which is in an adjustment phase, a sense of bottoming-out in addition to results from efforts to reduce costs such as materials cost reductions, etc., have resulted in a forecast of operating profits, ordinary income and quarterly net profits exceeding previously announced predictions.

In addition, earnings forecasts for the full year are currently undergoing detailed audits and will be announced in the 2013 March term 2nd quarter brief announcement of the most recent financial statement following the end of the fiscal year planned on November 7th.

The above forecast was created based on the latest available information as of the date of publication of this Notice. However, please be aware that, due to a wide variety of factors, our actual business performance may differ from the figures forecast herein.